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CAMPAIGNS REPORT NO. 46

February 25, 1944

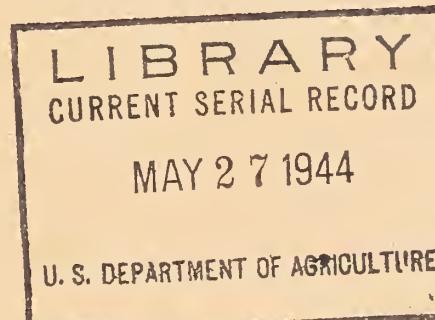
Production Goals Campaign

Subject	Assigned	Status
Information in regard to feed storage space.	Stewart, AAA	Out
Work on hemp background piece.	Stewart, AAA	In preparation
Work on handbooks covering farm machinery, gasoline, and rubber for field use.	Arneson, AAA	In preparation
Swine breeding research speeds pork production	Burch, ARA	In clearance
Potato yields on rootknot infested soils increased by using certified seed	BPISAE	In clearance
Some vegetable seeds need a chemical-dust treatment	BPISAE	In clearance
Vegetable seed supplies improved through research	BPISAE	In clearance
Climbing mountains for new tomatoes	BPISAE	Cleared
Sweetpotato breeding	BPISAE	Cleared

RADIO

Farm Flashes:

Helps to Higher Yields
 Turkey Raising Plans
 War Needs for Beef
 Two Feed Boosting Practices
 Dairy Farm Equipment Supply
 All-Time High Stock Numbers



Herndon, OI	Cleared
Herndon, OI	"
"	"
Emerson, AAA	"
Herndon, OI	"
"	"

PA and INS:

Young Farmers Top Record
 Handicapped Farmer Steps Up
 Two Sisters Run Farm
 Only Live Roosters Crows

Fox, FSA	Cleared
"	"
"	"
Zahnizer, PI	In clearance

Network Broadcasts:

Mon, Feb. 28: Blue, Farm and Home
 "Developments in Vaccination Against
 Brucellosis" (Bang's Disease)
 Dr. A. E. Wight, BAI

Burch, ARA	In preparation
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Wed, March 1, Blue, Farm and Home
 "Wheat as a War Crop"
 Judge Marvin Jones

Flood, OFAR	In preparation
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Subject	Assigned	Status
Victory Gardens and Home Food Preservation Campaign		
<u>Radio</u>		
Victory Garden Program; "How to Plan a Victory Garden"	Hemphill DuMars Moore	In preparation for March 3
Mutual, Report to the Nation (1-1:30 p.m.) "Victory Gardeners" Secretary Claude R. Wickard	Hall	Prepared for for Feb. 26
CBS "Aunt Jenny" program "Victory Gardens in '44" E. G. Moore	Moore	Prepared for for March 1
<u>Homemakers' Chats</u>		
Early Start on Garden	Overby	In preparation
<u>Press</u>		
Jones Stresses Need for Victory Gardens	Moore	Released Feb. 23
Rationing and Price Control Campaign		
<u>PUBLICATIONS</u>		
Fact Sheets		
No. 53 Passenger Car Tire Situation	OPA	Completed and sent to OPA and WFA Field Staffs
No. 54 Plan for More Effective Control Over Return of Gasoline Rations Issued To Car Owners Selling Their Cars		
No. 55 New Simplified Plan for Food Rationing (for retailers)		
No. 56 Gasoline Coupon Endorsements		
No. 57 OPA Controls Prices on Farm Equipment		
No. 58 Point Rationing Simplified With Tokens (for shoppers)		
No. 59 The Dangers of Excess Fuel Oil Use		
<u>War Letter for Agriculture</u>		
Co-ops may pay dividends No differential on early potatoes Southern log price change postponed Wood pulp ceilings raised Regulation controlling prices of vegetable seeds amended.	DuMars, OI	Completed

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Letter to Extension Directors</u> A report of supply of processed foods available in 1944 (OPA release 3924) Amendment to MPR 496, regulations controlling the price of vegetable seed (OPA release 1728)	Fulghum, EXT.	Completed
<u>The Dairy Situation</u> Cheese Ration Point Values Increased for February Ration Period	BAE	Completed
<u>Consumers' Guide Newsletter</u> Go Ahead Signal (Sugar Stamp No. 40) Lost Ration Coupons Time for a New Tire Gasoline Rationing	Fairfield, OD	On press
<u>RADIO</u>		
<u>Servel Electric Network Broadcast</u> Extra Points Help Move Pork Supplies	Hemphill, OI	Completed
<u>Radio Round-up on Food</u> Spare Stamp No. 3 for Pork Green Stamps as Change until the 20th of March	Godwin, OD Godwin, OD	Completed In preparation
<u>Radio—Farm and Home Hour, Blue Network</u> Household fat salvage	Van Deman	Feb. 17
		<u>Farm Labor Campaign</u>
<u>PUBLICATION, LEAFLETS, ETC.</u>		
VFW recruiting leaflet, revision Learning About Farm Jobs From Pictures	Hancock Pace	In clearance Cleared
<u>FEATURES</u>		
300 word article to Agricultural Leaders Digest by M. L. Wilson	Bailey	Out
<u>RADIO</u>		
Homemakers' Chat on Women's Land Army Plans	Bailey	In preparation
<u>Farm Flashes</u> Training City Youngsters	Reynolds, OI	Out
<u>Farm and Home Hour</u> Mar. 6, Florence Hall re: Women's Land Army	Bailey	In preparation

Subject	Assigned	Status
Three-5-minute transcriptions on Farm Labor. One side would be a general statement by someone like Adm. Jones or Director Wilson. One would be a special appeal to women by Florence Hall and the last, a special appeal to youth by a VFV official.	Fulghum	In preparation
<u>Using Temporary Abundances Campaign</u>		
<u>Press</u>		
Release Urging Increased Consumption of Irish Potatoes	MacDonald, OD	Completed
Release on Program to Encourage Manufacture of Kraut from winter cabbage	MacDonald, OD	Completed
Release on Carlot Prices on Shell Eggs	Snell, OD	Completed
Release on March Dried Egg Prices (Trade)	Snell, OD	Completed
<u>Radio - Farm and Home Hour, Blue</u>		
Cabbage Cabbage is a victory food selection	Burns, OD	Out
Farm Flashes:	Van Deman Kunkel	Feb. 22
Kraut from Winter Cabbage	Briggs, OD	Completed
<u>Nutrition Series</u>		
Potatoes	Burns, OD	Completed
<u>Publications</u>		
<u>Marketing Activities</u>		
Starvation or Plenty? Article with Plea to Consumers to Eat More Nutritious Potatoes	Henderson, OD	Completed
WFA Urges Use of Irish Potatoes	Henderson, OD	Completed
Kraut Program to Use Abundant Cabbage Crop	Henderson, OD	Completed
Brief Article on Kraut Diversion		
Large Winter Spinach Crop Forecast by BAE Brief Story on size of Crop and Vitamin Content	Henderson, OD	Completed

Nutrition and Industrial Feeding Campaign

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Publications</u>		
<u>Consumers' Guide</u>		
Foreign Born and Nutrition Article, April Issue	Carter, OD	Completed
Wartime Etiquette Cartoon Series, April Issue	Clark, OD	Completed
<u>Radio</u>		
<u>Dr. Eddy's Food Forum</u>		
Future Trends in Nutrition	Rowell, OD	Completed
Eating Out	Campbell, OD	Completed
<u>Women of Tomorrow</u>		
Changing Food Habits	Graubard, OD	Completed
<u>Other People's Business</u>		
Labor Nutrition Education in Wartime	Graubard, OD	Completed
<u>Vitamins for Victory:</u>		
Dishing it Out Porto Rican Style	Hoffman, OD	Completed
Little Miss Muffin'	"	"
Taking Measures To Prevent Waste	"	"
<u>Home Food Preservation Campaign</u>		
Fact sheet on home food preservation for advertisers.	Van Deman Graetzer, OWI	Completed-- mimeographed
OWI Food Preservation Handbook	Graetzer, OWI Van Deman	Completed-- ready for printing
<u>Press</u>		
Information on home canning to: Equitable Gas Co., Pittsburgh, Pa. American Printing House for Blind Farm Journal and Farmer's Wife	Van Deman Van Deman Van Deman	Completed Completed Completed

Subject	Assigned	Status
Ladies' Home Journal Pathfinder	Van Deman Davis	Completed Completed
<u>Post-War Agriculture Information</u>		
<u>Radio</u>		
Farm and Home Hour (Blue)		
Post-War Agriculture Series #12 Feb. 24, "World Cooperation and American Agriculture" Howard R. Tolley, BAE	Wm. Millson BAE	Completed
March 2, #13 "Our Forests in War and Peace" Lyle Watts, FS	Wm. Bergoffen FS	In preparation
<u>USDA Clubs</u>		
USDA Club Discussion Subject Poll	Wm. Millson BAE	In clearance
FOOD INFORMATION SERIES		
Postwar Forest Conservation Objectives.	D. Parkinson FS	In clearance
<u>MISCELLANEOUS</u>		
<u>Homemakers' Chats:</u>		
Q&A: Vacuum cleaner-meat-peanuts	Overby, OI	Cleared
Q&A: Drying Equip-Lockers-Canning	Wharton, OI	In preparation
<u>Farm Flashes:</u>		
Turpentine Tree Warning	Bergoffen, FS	In clearance
Treatment of Cottonseed	Briggs, OD	In preparation
Help Toward Good Cottonseed	Briggs, OD	In preparation
Consumer Time -- March 4, "Low-Point, No-Point Foods."	Dickey, OD	March 4
<u>NETWORK BROADCASTS:</u>		
Tues., Feb. 29: Blue, Farm and Home Hour "Trends in Poultry Breeds". Frank E. Moore, BAI	Burch, ARA	In preparation
March 7, CBS: "Broadway Matinee" M. L. Wilson, Dir., Extension Service "4-H Mobilization Week"	Fulghum, EXT.	In preparation
Farm and Home Hour, Blue Network War changes Fabrics	O'Brien Van Deman	Feb. 15

Subject	Assigned	Status
<u>Consumers' Guide</u>		
What's Your Score on Food Waste? Editorial, March Issue.	James, OD	Completed
Save It - Salvage Waste Paper, Tin Cans and Fat - Article, March	Fairfield, OD	Completed
Gardens Again - For Fun, For Food, for Victory - Article, March	Price, OD	Completed
Planning for Canning Article for April Issue	Fairfield, OD	In preparation
Food Conservation		
Outline of program and plan for Food Conservation Luncheon for women's groups to be sponsored by WINS (Ladies Home Journal)	Moodie	In preparation
American Federation of Labor material --- 100-word short on cabbage reduced from "Victory Food Selection" sent to AF of L for Labor Press	Moodie	Completed
500-word food waste article for AF of L	Moodie	Completed
Article for "Student Home Economics Clubs" magazine.	Beauchamp	In preparation
Article for "Grade Teacher" magazine.	Beauchamp	Being planned
Information for Public Speakers on Food Waste.	Oliver	Revision completed--- now in clearance
Food Waste Control in American Colleges Waste Reduction Methods Reported by Colleges	Daniel	Completed--- mimeographed ready for distribution
Commodity articles	Daniel	New items completed- ready for use - sweet potatoes, kale, collards, parsnips, carrots and lettuce.
Feature on Slove Hall chef for Service Magazine.	Daniel	Awaiting pictures in Visual Services Section.

